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Anderson 5-13-9-12

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent Application

Applicant(s): G. Anderson et al.
Case: 5-13-9-12
Serial No.: 10/022,926
Filing Date: December 18, 2001
Group: 2161
Examiner: To Be Assigned

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Date of Deposit: May 15, 2002

Signature: Denise A. Glaser

Title: Methods and Apparatus for Automated Monitoring and Action Taking Based on Decision Support Mechanism

TRANSMITTAL OF FORMAL DRAWINGS

Assistant Commissioner for Patents
Washington, D.C. 20231

Attention: Official Draftsperson

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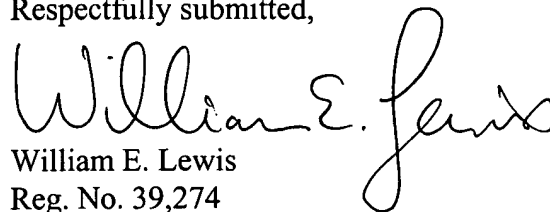
MAY 22 2002

OFFICE OF PETITIONS

In response to the Notice to File Missing Parts dated January 15, 2002, Applicant submits herewith six (6) sheets of formal drawings to complete the above-referenced patent application.

A copy of the Notice is enclosed herewith. In the event of non-payment or improper payment of a required fee, the Commissioner is authorized to charge or to credit **Ryan, Mason & Lewis, LLP Deposit Account No. 50-0762** as required to correct the error.

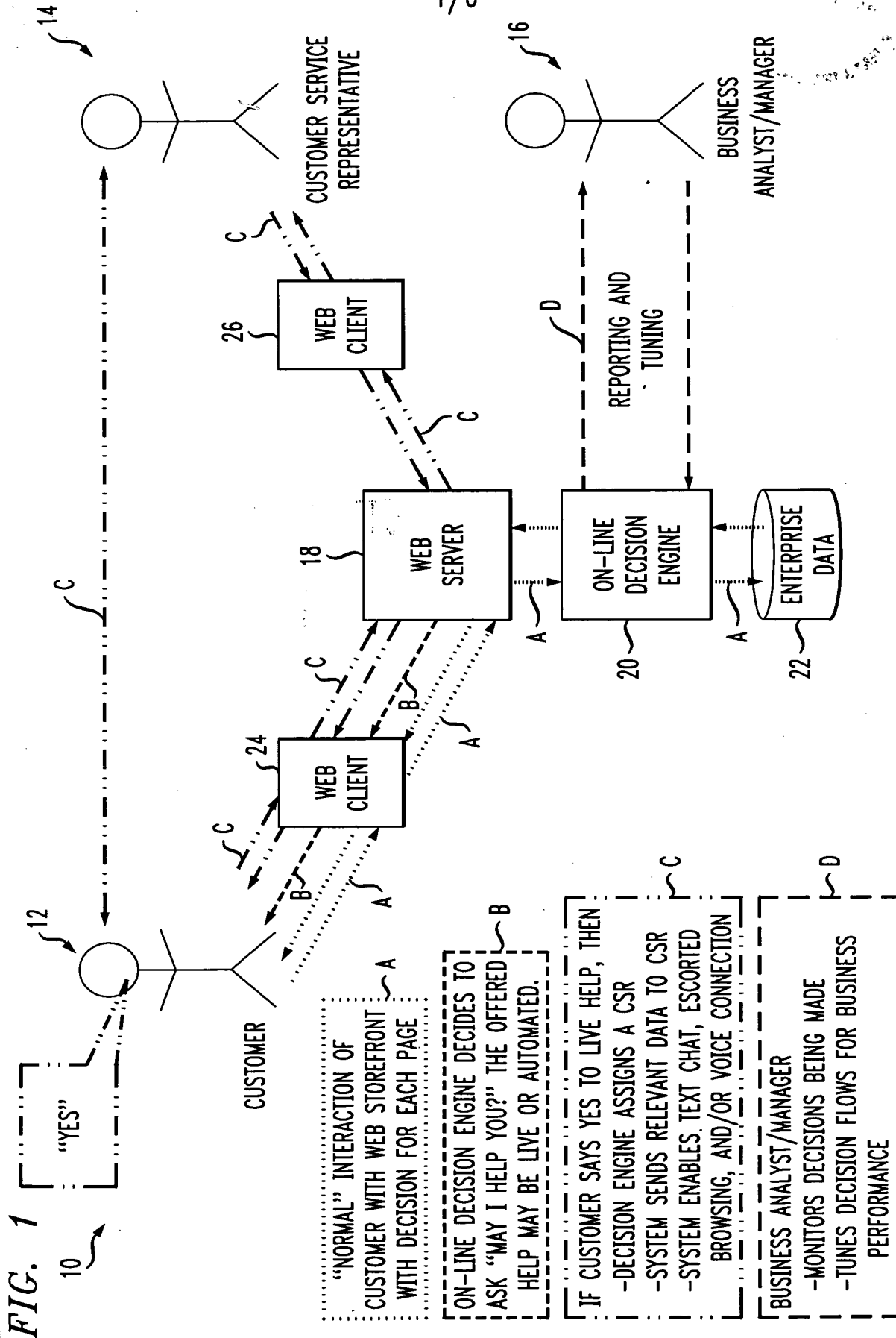
Respectfully submitted,



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Date: May 15, 2002

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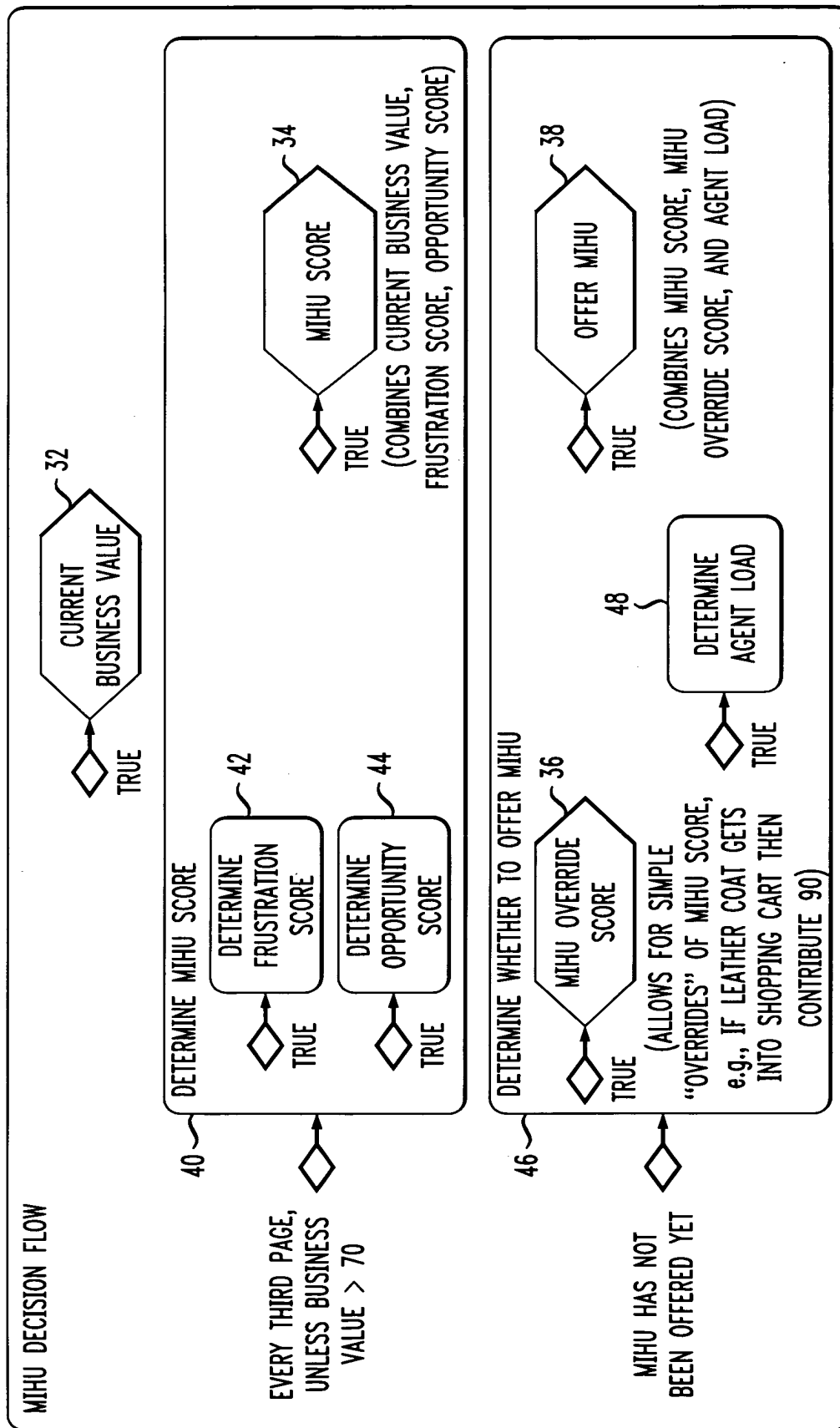


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FIG. 2

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SOURCE ATTRIBUTES: CUSTOMER ID, CUSTOMER PROFILE, PAGES VISITED, SHOPPING CART,...



TARGET ATTRIBUTES: OFFER MIHU, FRUSTRATION SCORE,...

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Anderson 5-13-9-12

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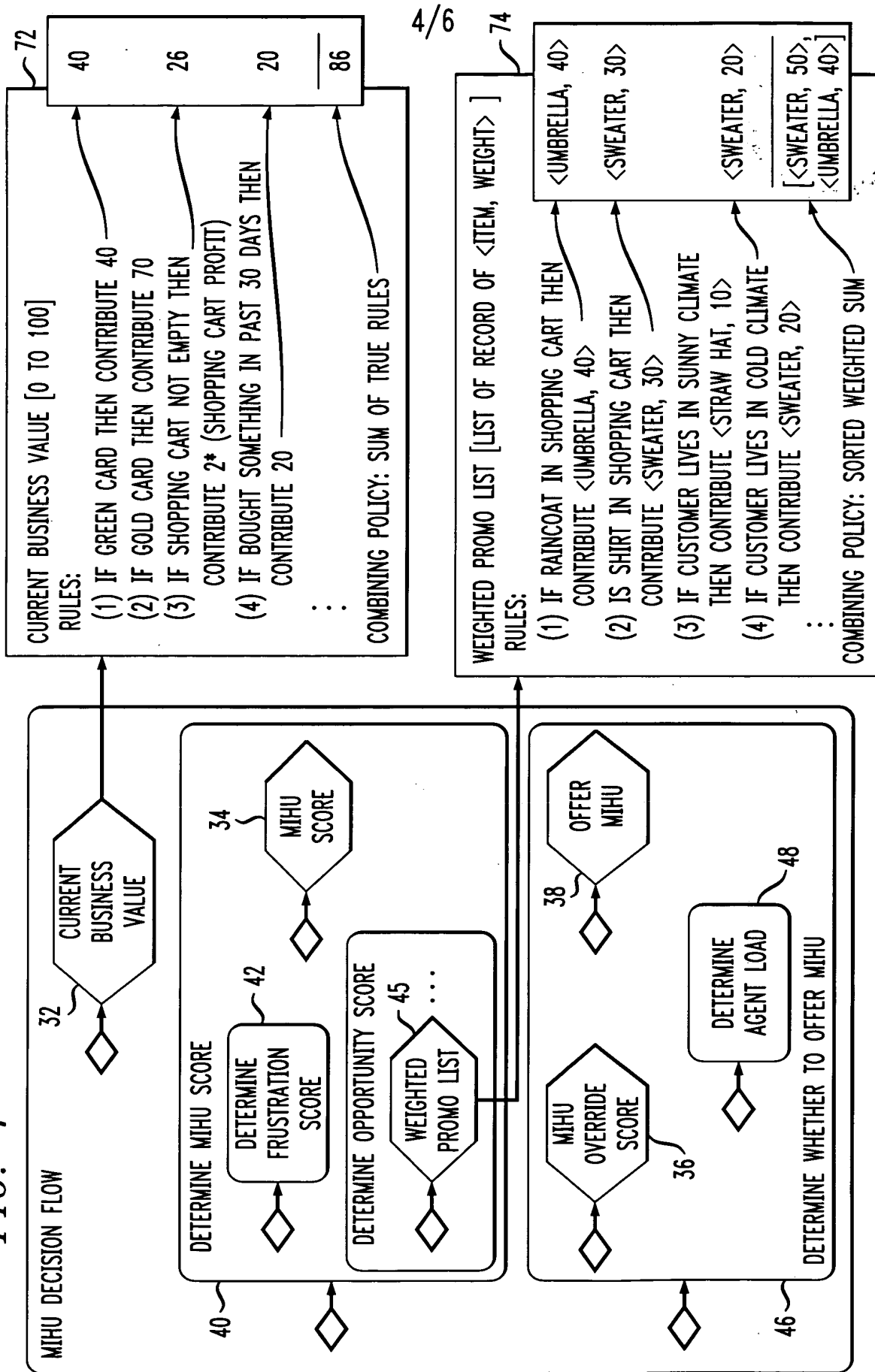
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FIG. 3

50	51	52	53	54	55	56	57	58
SESSION ID	PAGE	BUSINESS VALUE	FRUSTRATION SCORE	OPPORTUNITY SCORE	MIHU SCORE	OVERRIDE SCORE	CSR LOAD	OFFER MIHU
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60 — 250	2	70	14	0	54	0	81	FALSE
61 — 250	3	70	20	0	60	0	81	FALSE
62 — 250	4	70	24	0	64	0	79	FALSE
63 — 250	5	85	8	51	83	0	78	TRUE
64 — 282	1	40	6	0	25	0	83	FALSE
65 — 282	2	40	-	-	-	0	82	FALSE
66 — 282	3	57	-	-	-	90	82	TRUE
67 — 282	4	57	16	29	43	-	-	-
68 — 282	5	57	-	-	-	-	-	-
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70 — 282	7	71	25	48	58	-	-	-

FIG. 4



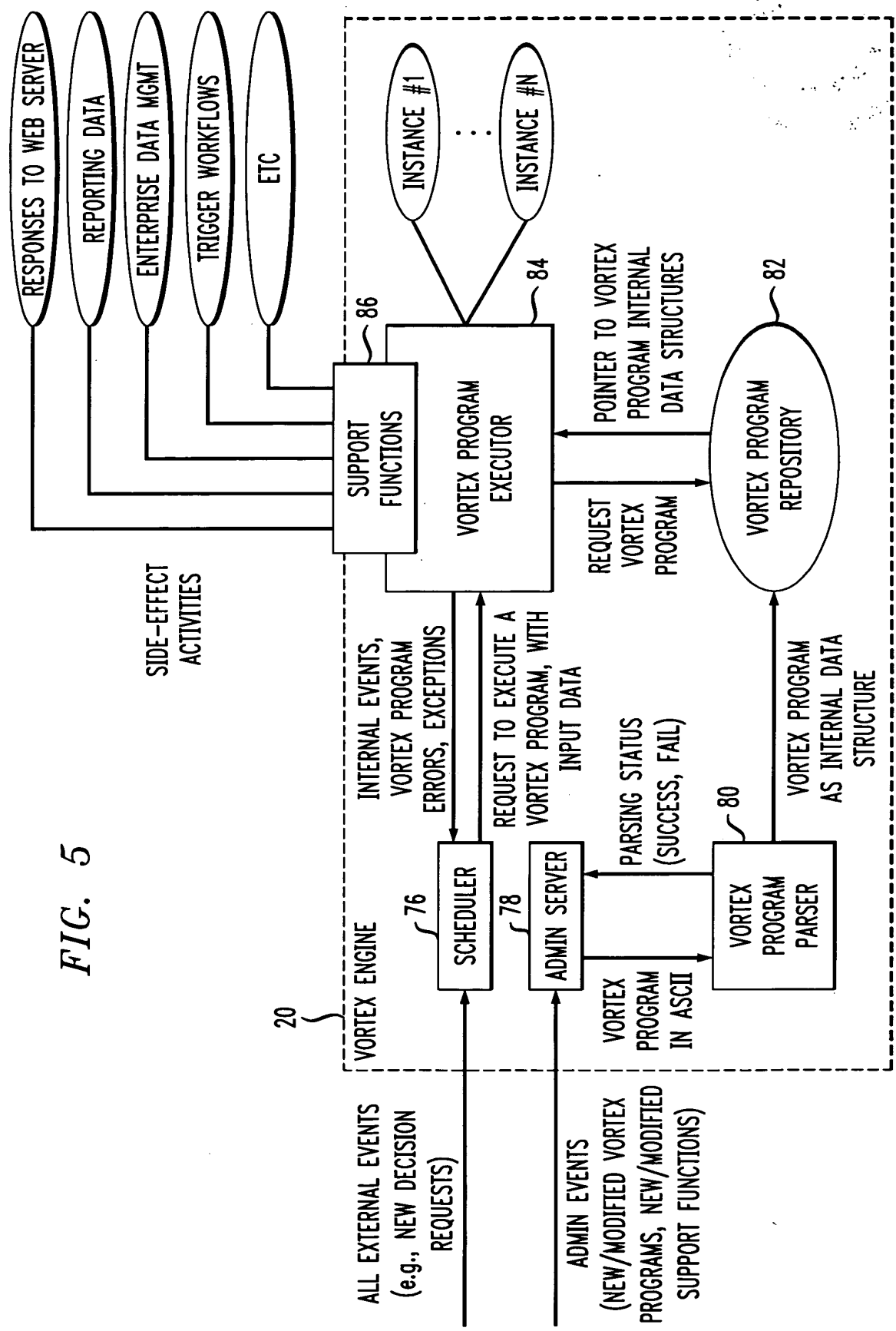


FIG. 5

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FIG. 6

STRATEGY	CONVERTING LEGACY SITES EASY	HTTPS HANDLED	HTTP RESPONSE TRANSFORMATION REQUIRED	HTTP RESPONSE PARSING REQUIRED
CONTENT GENERATION SCRIPTS SEND HIGH-LEVEL SEMANTICS TO ENGINE	NO	YES	NO	NO
CONTENT GENERATION SCRIPTS SEND RAW HTML TO ENGINE	YES	YES	NO	YES
WRAPPER SCRIPTS	YES	YES	MAYBE	YES
PROXIES	YES	NO	NO	YES
WEB SERVER EXTENSIONS	YES	YES	NO	NO

FIG. 7

